

Annika Dölle

**„Behavioral Pricing“ und „Neuropricing“:
Trendmethoden oder ernstzunehmende
Perspektiven der Preisforschung?**

Studienarbeit

Neuropricing Trendmethoden Ernstzunehmende Perspektiven Preisforschung

Annika Dölle



Neuropricing Trendmethoden Ernstzunehmende Perspektiven Preisforschung:

„Behavioral Pricing“ und „Neuropricing“. Trendmethoden oder ernstzunehmende Perspektiven der Preisforschung? Annika Dölle, 2015-07-22 Studienarbeit aus dem Jahr 2015 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,0 Technische Hochschule Köln ehem. Fachhochschule Köln Sprache Deutsch Abstract Vieles ist technisch machbar, aber ein Produkt wird nur dann einen Markt finden, wenn auch sein Preis vertretbar ist. Schon 1927 erkannte Robert Noyce die Wichtigkeit und Auswirkungen des Preises. Und auch heute gilt der Preis als ein zentraler Parameter im gesamten Marketing Mix. Keine andere absatzpolitische Aktivität wirkt so direkt auf den Gewinn wie eine Preiserhöhung oder Senkung. In der Preisforschung gibt es nicht die eine Methode. Immer wieder entstehen neue Ansätze und Weiterentwicklungen in diesem Forschungsfeld. Genau diese Entwicklung von neuen Ansätzen in der Preisforschung stellt den Anlass der vorliegenden Arbeit dar. Sie gibt einen Überblick über die neuesten Entwicklungen in der Preisforschung und bewertet diese mit Hilfe von Praxisbeispielen. Darüber hinaus werden Zukunftsperspektiven der neuen Ansätze ermittelt. Bei der Vorstellung der neuen Methoden findet immer ein Rückbezug zur klassischen Preisforschung statt, wodurch ein umfangreicher Bewertungs- und Analyseblickwinkel gewährleistet wird.

Neuropricing Trendmethoden Ernstzunehmende Perspektiven Preisforschung Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the energy of words has be much more evident than ever. They have the capability to inspire, provoke, and ignite change. Such may be the essence of the book **Neuropricing Trendmethoden Ernstzunehmende Perspektiven Preisforschung**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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